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Methods of forming composite graphic images on a substrate using a plurality of films that are applied and registered with each other under tension are disclosed. The films may include registration marks distributed along their lengths and those registration marks can be used to vary the tension under which the films are dispensed during application to a substrate. By detecting the registration marks on a film already applied to a substrate and detecting corresponding registration marks on a film being dispensed and applied to the substrate, registration between the different portions of the composite image on the different films can be maintained over the length of the films and, therefore, the length of the resulting composite image. That registration is controlled by varying tension of the film being applied.

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